GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

Highway Planning and Research
Department of Transportation
St. John's, Newfoundland

DEPARTMENT OF TRANSPORTATION

RESEARCH REPORT NO. 31
RESULTS SEAT BELT SURVEY
JUNE 6, 1985

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Planning and Research
July, 1985

SUMMARY

This Seat Belt Survey, Research Report No. 31, conducted on June 6, 1985 showed a Provincial Average wearing rate of 66.6% down from 69.7% in a November 1984 survey conducted by Transport Canada. The percentage of child seats was increased to 1.9% from the July 1984 survey of 0.1%. A total of 3893 vehicles was surveyed which is up from the previous survey of 3800, an increase of 2.4%.

Below is a list of the wearing percentages and the number of vehicles surveyed for each area:

Urban	63.5%	3342
Highway	85.2%	551
St. John's	58.8%	1297
Bay Roberts	67.2%	381
Central Newfoundland	66.9%	366
Clarenville	73.0%	393
Labrador City	45.7%	380
Corner Brook	75.9%	429
Gander	75.0%	96

For all sites where the number of surveyed vehicles exceeded 385, the wearing percentages have no more than a 5% error with at least a 95% confidence level.

Included in this report is a letter of thanks to an RCMP officer who enforced the mandatory seat belt law by issuing a ticket and as a result saved two lives.

Since the mandatory Seat Belt Law in the Province of Newfoundland and Labrador a number of surveys have been conducted on a yearly basis. This seat belt survey establishes a format for future surveys to be conducted by this Department. The yearly survey will be conducted approximately six months after the Transport Canada survey.

Apt. 201, Millview Apts.
Corner Brook. Nfld.
April 15, 1985

Dear Const. Clark.

This is to thank you for giving me a ticket for not wearing seat belts - A copy of which I am enclosing.

When we got in as far as Arnolds Cove that day, A young man came out onto the TCH without stoping at the stop sign and I could not avoid smashing into him. Both cars were destroyed that my son and I not had our seat belts on we would have been thrown through the windshield. We would surely have been killed or severely injured. Because we did have our seat belts on, the only injuries we received were stiff necks and backs for a few days - plus cuts on our hip bones where the lap belts cut into our skin.

Thank you for saving us from serious injury or even death.

yours sincerely
Myron Andrews

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, R. Pottle: The June survey, Table 4, indicates an increase in seat belt use to 82.6% from the July value of 70.5%. Most drivers take seat belt use serious.
2. Roaches Line Access to Trans Canada Highway, G. Jerrett: The June survey, Table 5, indicates an increase in seat belt use to 86.9% from the July value of 85.8%. An upward trend in seat belt usage.
3. Harbour Arterial Ramp to Water Street, B. Hillier: Data shown on Table 6 reveal a June increase in seat belt use to 89.3% from the July value of 86.6%. Most drivers are serious about seat belt use.
4. Village Mall, E. Murray & C. Brenton: The June survey, Table 7, indicates a decrease in seat belt use to 65.6% from the July value of 67.4%. Drivers (25-44) are pulling this average down.
5. Hotel Newfoundland, D. Shea: The June survey, Table 8, indicates a decrease in seat belt use to 57.2% from the July value of 82.5%. City drivers are not as serious about seat belt use as highway drivers.

6. Avalon Mall, E. Murray and C. Brenton: The June survey, Table 9, indicates a decrease in seat belt use to 64.3% from the July value of 76.6%. Male drivers are not as serious about seat belt use.

7. Janeway Hospital, E. Murray and C. Brenton: The June survey, Table 10, indicates a decrease in seat belt use to 60.2% from the July value of 64.0%. Male drivers are pulling this average down.

8. Bay Roberts, G. Jerrett: The June survey, Table 11, in the rural community indicates a decrease in seat belt use to 67.2% from the July value of 78.0%. Female drivers seem to be more serious about seat belt use.

9. Central Newfoundland, Inspectors Higdon, Croucher and King: The June survey, Table 12, shows a decrease in seat belt use to 66.9% from the July rate of 78.3%. The majority of drivers seem to be serious about seat belt use.

10. Clarenville, W. Wiseman: The June survey, Table 13, shows an increase in seat belt use to 73.% from the July rate of 68.7%. Most drivers appear to be serious about seat belt use.

11. Atlantic Place, T. Beckett: The June survey, Table 14, indicates a decrease in seat belt use to 72.4% from the July value of 79.0%. Most drivers take seat belt use serious.

12. Labrador City, W. Hollett: The June survey, Table 15, shows a decrease in seat belt use to 45.7% from the July rate of 58.4%. This is still the lowest wearing rate in the province.

13. Corner Brook: The June survey, Table 16, shows a seat belt wearing rate of 75.9%. Most drivers appear to be serious about seat belt use.

14. Gander, Inspector Dillon: The June survey, Table 17, shows a seat belt wearing rate of 75.0%. Most drivers take seat belt use serious.

STATISTICAL TABLES

June 6, 1985

NOTE: Statistical Tables for previous months can be obtained upon request.

Table 1
June 6, 1985

SEAT BELT SURVEY

AREA: Provincial Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 63
16-24	203	255	458	
25-44	915	559	1474	
45-64	456	128	584	
65+	71	6	77	
TOTAL	1645	948	2593	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	155	90	245	
25-44	564	209	773	
45-64	219	44	263	
65+	19	0	19	
TOTAL	957	343	1300	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.9%
16-24	56.7	73.9	65.1	
25-44	61.8	72.7	65.5	
45-64	67.5	74.4	68.9	
65+	78.8	100.0	80.2	
TOTAL	63.2	73.4	66.6	

Table 2
June 6, 1985

SEAT BELT SURVEY

AREA: Urban Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 40
16-24	161	201	362	
25-44	699	485	1184	
45-64	385	118	503	
65+	68	6	74	
TOTAL	1313	810	2123	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	144	88	232	
25-44	518	203	721	
45-64	204	43	247	
65+	19	0	19	
TOTAL	885	334	1219	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 1.3%
16-24	52.7	69.5	60.9	
25-44	57.4	70.4	62.1	
45-64	65.3	73.2	67.0	
65+	78.1	100.0	79.5	
TOTAL	59.7	70.8	63.5	

Table 3
June 6, 1985

SEAT BELT SURVEY

AREA: Highway Average

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 23
16-24	42	54	96	
25-44	216	74	290	
45-64	71	10	81	
65+	3	0	3	
TOTAL	332	138	470	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	11	2	13	
25-44	46	6	52	
45-64	15	1	16	
65+	0	0	0	
TOTAL	72	9	81	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 4.9%
16-24	79.2	96.4	88.0	
25-44	82.4	92.5	84.7	
45-64	82.5	90.9	83.5	
65+	100.0	0.0	100.0	
TOTAL	82.1	93.8	85.2	

Table 4
June 6, 1985

SEAT BELT SURVEY

AREA: Intersection Foxtrap Access & TCH (Roger Pottle)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 23
16-24	21	16	37	
25-44	119	58	177	
45-64	20	5	25	
65+	0	0	0	
TOTAL	160	79	239	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 4
16-24	7	1	8	
25-44	30	4	34	
45-64	7	1	8	
65+	0	0	0	
TOTAL	44	6	50	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 9.3%
16-24	75.0	94.1	82.2	
25-44	79.8	93.5	83.8	
45-64	74.0	83.3	75.7	
65+	0.0	0.0	0.0	
TOTAL	78.4	92.9	82.6	

Table 5
June 6, 1985

SEAT BELT SURVEY

AREA: Roaches Line (G. Jerrett)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	12	10	22	
25-44	41	4	45	
45-64	41	2	43	
65+	3	0	3	
TOTAL	97	16	113	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	2	0	2	
25-44	9	0	9	
45-64	6	0	6	
65+	0	0	0	
TOTAL	17	0	17	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	85.7	100.0	91.6	
25-44	82.0	100.0	83.3	
45-64	87.2	100.0	87.7	
65+	100.0	100.0	100.0	
TOTAL	85.0	100.0	86.9	

Table 6
June 6, 1985

SEAT BELT SURVEY

AREA: Harbour Arterial (B. Hillier)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	9	28	37	
25-44	56	12	68	
45-64	10	3	13	
65+	0	0	0	
TOTAL	75	43	118	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	2	1	3	
25-44	7	2	9	
45-64	2	0	2	
65+	0	0	0	
TOTAL	11	3	14	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	81.8	96.5	92.5	
25-44	88.8	85.7	88.3	
45-64	83.3	100.0	86.6	
65+	0.0	0.0	0.0	
TOTAL	87.2	93.4	89.3	

Table 7
June 6, 1985

SEAT BELT SURVEY

AREA: Village Mall (E. Murray & C. Brenton)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 2
16-24	4	12	16	
25-44	49	58	107	
45-64	26	7	33	
65+	9	3	12	
TOTAL	88	80	168	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	6	6	12	
25-44	35	21	56	
45-64	16	3	19	
65+	1	0	1	
TOTAL	58	30	88	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = .78%
16-24	40.0	66.6	57.1	
25-44	58.3	73.4	65.6	
45-64	61.9	70.0	63.4	
65+	90.0	100.0	92.3	
TOTAL	60.2	72.7	65.6	

Table 8
June 6, 1985

SEAT BELT SURVEY

AREA: Hotel Newfoundland (D. Shea)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 23
16-24	2	0	2	
25-44	90	23	113	
45-64	40	7	47	
65+	1	0	1	
TOTAL	133	30	163	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	6	1	7	
25-44	97	37	134	
45-64	58	18	76	
65+	1	0	1	
TOTAL	162	56	218	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 6.0%
16-24	75.0	100.0	77.8	
25-44	51.9	61.7	54.3	
45-64	59.2	72.0	61.8	
65+	50.0	0.0	50.0	
TOTAL	54.9	65.1	57.2	

Table 9
June 6, 1985

SEAT BELT SURVEY

AREA: Avalon Mall (E. Murray & C. Brenton)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	15	14	29	
25-44	72	38	110	
45-64	26	2	28	
65+	3	0	3	
TOTAL	116	54	170	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	18	5	23	
25-44	47	10	57	
45-64	13	1	14	
65+	0	0	0	
TOTAL	78	16	94	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	45.4	73.6	55.7	
25-44	60.5	79.1	65.8	
45-64	66.6	66.6	66.6	
65+	100.0	0.0	100.0	
TOTAL	59.7	77.1	64.3	

Table 10
June 6, 1985

SEAT BELT SURVEY

AREA: Janeway Hospital (E. Murray & C. Brenton)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 1
16-24	5	6	11	
25-44	48	29	77	
45-64	26	7	33	
65+	1	1	2	
TOTAL	80	43	123	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	14	4	18	
25-44	33	9	42	
45-64	18	1	19	
65+	2	0	2	
TOTAL	67	14	81	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = .47%
16-24	26.3	60.0	37.9	
25-44	59.2	76.3	64.7	
45-64	59.0	87.5	63.4	
65+	33.3	100.0	50.0	
TOTAL	54.4	75.4	60.2	

Table 11
June 6, 1985

SEAT BELT SURVEY

AREA: Bay Roberts (G. Jerrett)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	21	25	46	
25-44	34	47	81	
45-64	66	32	98	
65+	30	1	31	
TOTAL	151	105	256	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	8	11	19	
25-44	39	22	61	
45-64	32	6	38	
65+	7	0	7	
TOTAL	86	39	125	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	72.4	69.4	70.8	
25-44	46.6	68.1	57.0	
45-64	67.3	84.2	72.1	
65+	81.1	100.0	81.6	
TOTAL	63.7	72.9	67.2	

Table 12
June 6, 1985

SEAT BELT SURVEY

AREA: Central Newfoundland (Inspectors Higdon, Croucher & King)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	25	32	57	
25-44	70	57	127	
45-64	47	9	56	
65+	5	0	5	
TOTAL	147	98	245	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	26	21	47	
25-44	35	18	53	
45-64	14	4	18	
65+	3	0	3	
TOTAL	78	43	121	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	49.0	60.3	54.8	
25-44	66.6	76.0	70.5	
45-64	77.0	69.2	75.6	
65+	62.5	0.0	62.5	
TOTAL	65.3	69.5	66.9	

Table 13
June 6, 1985

SEAT BELT SURVEY

AREA: Int. Manitoba Drive & Memorial Drive, Clarenville (W. Wiseman)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	18	25	43	
25-44	109	78	187	
45-64	33	19	52	
65+	5	0	5	
TOTAL	165	122	287	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	16	4	20	
25-44	52	25	77	
45-64	7	1	8	
65+	1	0	1	
TOTAL	76	30	106	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	52.9	86.2	68.2	
25-44	67.7	75.7	70.8	
45-64	82.5	95.0	86.6	
65+	83.3	0.0	83.3	
TOTAL	68.4	80.2	73.0	

Table 14
June 6, 1985

SEAT BELT SURVEY

AREA: Atlantic Place Entrance (T. Beckett)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 14
16-24	8	17	25	
25-44	47	40	87	
45-64	21	6	27	
65+	0	0	0	
TOTAL	76	63	139	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	4	7	11	
25-44	25	8	33	
45-64	9	0	9	
65+	0	0	0	
TOTAL	38	15	53	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 7.3%
16-24	66.6	70.8	69.4	
25-44	65.3	83.3	72.5	
45-64	70.0	100.0	75.0	
65+	0.0	0.0	0.0	
TOTAL	66.7	80.8	72.4	

Table 15
June 6, 1985

SEAT BELT SURVEY

AREA: Labrador City (W. Hollett)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	20	41	61	
25-44	49	48	97	
45-64	14	2	16	
65+	0	0	0	
TOTAL	83	91	174	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	31	22	53	
25-44	95	38	133	
45-64	16	4	20	
65+	0	0	0	
TOTAL	142	64	206	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	39.2	65.0	53.5	
25-44	34.0	55.8	42.1	
45-64	46.6	33.3	44.4	
65+	0.0	0.0	0.0	
TOTAL	36.8	58.7	45.7	

Table 16
June 6, 1985

SEAT PELT SURVEY

AREA: Millbrook Mall Intersection, Corner Brook

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	38	21	59	
25-44	95	54	149	
45-64	77	26	103	
65+	14	1	15	
TOTAL	224	102	326	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	12	5	17	
25-44	43	13	56	
45-64	21	5	26	
65+	4	0	4	
TOTAL	80	23	103	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	76.0	80.7	77.6	
25-44	68.8	80.5	72.6	
45-64	78.5	83.8	79.8	
65+	77.7	100.0	78.9	
TOTAL	73.6	81.6	75.9	

Table 17
June 6, 1985

SEAT BELT SURVEY

AREA: Aiport Blvd., Gander (Inspector Dillon)

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	5	8	13	
25-44	36	13	49	
45-64	9	1	10	
65+	0	0	0	
TOTAL	50	22	72	

NOT USING SHOULDER HARNESS

	Male	Female	Total	# Child Seats = 0
16-24	3	2	5	
25-44	17	2	19	
45-64	0	0	0	
65+	0	0	0	
TOTAL	20	4	24	

WEARING PERCENTAGE

	Male	Female	Total	% Child Seats = 0.0%
16-24	62.5	80.0	72.2	
25-44	67.9	86.6	72.0	
45-64	100.0	100.0	100.0	
65+	0.0	0.0	0.0	
TOTAL	71.4	84.6	75.0	

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